

# INFORMATION LETTER

Not for  
Publication

NATIONAL CANNERS ASSOCIATION

For Members  
Only

No. 1578

WASHINGTON, D. C.

March 31, 1956

## Employee-Employer Relations Stressed Again by Hudson

N.C.A. President William U. Hudson was principal speaker at a combined meeting of members of the Southern California Food Processors Association and the California Fish Cannery Association on March 29 in Long Beach.

His remarks dealt with the changes being wrought by technological advances and their possible effect on employee-employer relations. Mr. Hudson made the same recommendations regarding management's communications with employees in recognition of the individual's importance in the field of efficient production that he expressed in his speech March 23 to the Utah cannery (see INFORMATION LETTER of March 24, page 163).

At Long Beach he expanded further on the advances brought about by canning technology and the possibilities they present for future changes in preservation methods. Mr. Hudson stated that he considers the progress in technology to have been probably the most important factor in the changes in human relationship that have taken place over the past 25 to 50 years. He enumerated as possibilities for change and improvement in canned foods quality factors, when fully realized, aseptic canning methods; additions of antibiotics; cold sterilization by irradiation, and other scientific developments.

## Canned Foods To Be Featured on NBC 'Home Show'

The food report scheduled for the NBC-TV "Home Show" on April 6 will feature canned foods. According to Miss Jeanne Fisher, off-camera food editor, the feature will include a brief history of canning, spotlighting the work of Nicolas Appert and describing the growth of the industry, with examples of new canned food items.

The Home Show is televised nationally over about 80 NBC stations. The program originates in New York City and goes on the air at 11 a.m. EST.

## Special Vegetable Projects Subcommittee Named

A new Special Vegetable Projects Subcommittee of the N.C.A. Raw Products Technical Advisory Committee has been formed, and its objectives were agreed upon at its organizational meeting in Chicago March 27.

The new subcommittee will determine what agricultural problems are connected with the production of vegetables for processing, will review these problems carefully, and with the help and resources of the Raw Products Research Bureau will attempt to find out what experiment stations are working on the problem. The group will then endeavor to coordinate the approach to the problem, and with the support of cannery in local areas will concentrate upon obtaining an acceptable industry solution.

The subcommittee will study two specific projects during the immediate future. One of these relates to carrot improvement through breeding, and the other to breeding varieties of tomatoes for crack resistance.

The new Special Vegetable Projects Subcommittee was appointed by Mr. (Please turn to page 173)

## Prestige of Canned Foods Stressed in Vogue Article

Reprints of a feature article in the February issue of *Vogue* magazine, which points up the prestige values of canned foods, were distributed this week to members of the N.C.A., state secretaries, and canning industry trade journals.

Calling attention to the value of this type of publicity, Executive Secretary Carlos Campbell made the following statement in a letter to members:

"Two years ago our Consumer and Trade Relations Program was initiated with a view to improving the standing of canned foods in the opinion of consumers. Many of us believed that Americans recognized the convenience and economy of canned (Please turn to page 173)

## Senate Passes Legislation on Trip-Leasing of Trucks

The Senate this week amended and passed the so-called "trip-lease" bill, S. 898, and it now goes to the House where similar legislation was passed by the 83d Congress.

The intent of the legislation is to give statutory approval to the practice of private truck operators hauling their agricultural and fishery products of leasing their equipment for return hauls. Presently, any private truck owner may lease his equipment and driver for any period of time for the transportation of any commodity. The Interstate Commerce Commission however has held in abeyance since May, 1951, a regulation that would prohibit such trip-lease arrangements that are for less than 30 days except for agricultural operators under certain conditions. The regulation is scheduled to be effective July (Please turn to page 173)

## Bioassay School Held at Washington Laboratory

The N.C.A. Washington Research Laboratory conducted a four-day schooling period last week to teach the bioassay method of determining insecticide residues in food materials. The method uses houseflies for detection and assay of the amount of residue.

The school culminated several years of research on the method by the two N.C.A. Laboratories and the results of research grants placed at the University of California. These studies had as their objective the application of bioassay techniques to the determination of insecticide residues in raw and canned foods as a practical quality control tool.

This program was initiated and guided by the Technical Committee on Baby Foods, and representatives from all the member companies were among those attending the school. C. J. Treasurer of the Washington Laboratory staff conducted the program so that each of the 10 students received individual experience in sample extraction, insecticide purification and assay of residues with houseflies.

## Corporation Tax Rates and Excise Taxes Extended

The Senate on March 26 passed and sent to the President H. R. 9166, extending for one year the normal tax rate of 30 percent on corporation income. The President signed the bill March 29.

In the absence of such legislation, the tax rate would revert on April 1 to 25 percent. The current surtax rate of 22 percent on corporations is not affected by this legislation and will continue in effect.

Senator Fulbright (Ark.) announced that in the interest of time he withheld his amendments that would reverse the percentages of normal and surtax rates (see INFORMATION LETTER of Feb. 11, page 126). Senator Fulbright said he will offer these proposals later. They would lower the taxes of smaller corporations and increase the taxes of the larger corporations.

H. R. 9166 also extends for another year the excise tax rates on passenger cars, trucks, buses, truck trailers, auto parts and accessories, gasoline, diesel fuel, and special motor fuels, that were due to expire April 1.

## H. R. Smith Retires from N.C.A. Laboratory Staff

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In the 27 years of his Association service, Mr. Smith has made a lasting mark on many phases of canning technology and other subjects in which the N.C.A. works with the industry, bringing to each of these a vigorous interest and sense of responsibility. He was active in the Association's descriptive labeling program from its inception in 1934 and conducted or directed extensive programs of field and laboratory research on that subject. In the allied field of food standards, especially since the passage of the present Food, Drug, and Cosmetic Act, he also coordinated much of the technical preparation for hearings and applications for standards.

At the same time he was in charge

of the Washington Laboratory's work on microanalytical control, and had a major part in conducting the annual schools for tomato products technicians in the East and Midwest.

In addition to his principal responsibilities he handled many miscellaneous tasks, bringing to bear his skill and experience as a food chemist and his extensive knowledge of food and drug law enforcement. His many contacts with canners have made him widely known and respected throughout the industry.

Born in Nebraska, Mr. Smith got his early education in Colorado and in 1912 graduated from the Case School of Applied Science in Cleveland, Ohio, with the B.S. degree in chemistry. Soon after graduation he entered the employ of the U. S. Department of Agriculture first in the Bureau of Chemistry and later in the Food and Drug Administration, where he was engaged in food research and enforcement of the Food and Drugs Act until 1929, when he came with the N.C.A. as food chemist and technologist.

## Radio and TV Releases

That canned foods come from "prize crops" is stressed in a March 20 radio release on the "Scriptease" series, mailed to 81 women's program broadcasters with an estimated listening audience of 4 million. The script mentions the great contribution canners' fieldmen make to the farmer in achieving scientifically produced canning crops.

How special spring dinners can be created from among the 500 or so canned food items available is the theme of the March 21 release on the "Timely Talks" series, mailed to 187 broadcasters with an estimated listening audience of 11 million. The script calls attention to the April issue of *Charm* magazine which contains ten spring dinner ideas.

The arrival of spring also is the keynote of a special release issued the week of March 26 to 265 telecasters with an estimated audience of 16,500,000. The television material suggested that since spring brings about consideration of new things it is the proper season for stocking pantries and shelves with the many new canned food items now available. This release was part of the monthly service of script material in the series entitled "Television Service."

The radio and TV releases itemized above are part of the continuing Consumer and Trade Relations program of the N.C.A.

## R. B. Heiney Speaks

The work of representing business in the nation's capital city was described by Robert B. Heiney of the N.C.A. staff at the meetings of the Tennessee Frozen Foods Association and the Tennessee-Kentucky Canners Association in Memphis March 26-27. Mr. Heiney also reported briefly on the status of farm and agricultural legislation and on current administrative activity of interest to the food processing industries.

## 1955 Pack of Black-eye Peas and Other Field Peas

The 1955 pack of fresh black-eye peas and other varieties of fresh field peas totaled 3,057,594 actual cases, compared with the 1954 total of 1,474,093 cases, according to a report by the N.C.A. Division of Statistics.

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Other states include Fla., Ga., Md., Mich., Nebr., Tenn., and Va.

## Trip-Leasing

(Concluded from page 171)

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### Vogue Magazine

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"Since we undertook our C.&T.R. activities, canned foods have received a good deal of notice of the kind we hoped for—newspapers, general circulation magazines, women's and home-making magazines, television broadcasters and others have all devoted space to canned products and commented favorably on their adaptability to fine cooking. Recently this theme has been carried to the most sophisticated group of all, the readers of *Vogue*, a leading fashion magazine.

"The enclosed reprint from *Vogue* indicates that canned foods have achieved the prestige we believe they deserve. They are ranked here pictorially with good living in terms of the finest table settings, and acknowledged editorially for all the skill and care that go into their production. The suggested recipes back up the glamour theme established in the picture and text and so, of course, does the title, 'Connoisseur on Cannery Row.'

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Mrs. Towne introduces the six recipes in her article by saying, "What's so special about a plain can of corn, you ask? Plenty! Canned corn is the basis for more delicious dishes than you can shake a stick at." She continues, "Some people swear by creamed corn. Others insist on the kernel variety. I try to stay out of the fight, but find myself sliding off the fence every once in awhile to remark that all packs find favor in my kitchen. All the recipes given here also have franchise in my recipe file. I consider them all-year-round privileges for the most finicky of appetites. Corn does deserve its good reputation."

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- C. E. Geise, California Packing Corp., Rochelle, Ill.
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## Status of Legislation

The Senate and House will be in recess from March 29 to April 9.

**Alaskan fisheries**—A House Interior Subcommittee concluded its hearings March 15 on legislation to transfer supervision of Alaskan fish and game from the Interior Department to the Territorial Government.

**Anti-merger legislation**—The House Judiciary Committee on March 15 reported H. R. 9424, which would require pre-notification of certain mergers and permit preliminary injunctions to restrain mergers.

**Corporate tax extension**—H. R. 9166 was cleared by Congress this week and signed by the President March 29 (see story, page 172).

**Customs simplification**—The House-passed bill, H. R. 6040, to revise the method by which the value of imported merchandise is determined for customs evaluation, is pending before the Senate Finance Committee.

**FDA chemical additives**—Hearings on bills to regulate the use of chemical additives in food were concluded Feb. 14.

**FDA codification**—H. R. 6991, to revise, codify, and enact into law Title 21 of the U. S. Code entitled "Food, Drugs, and Cosmetics," was passed by the House and is pending before the Senate Judiciary Committee.

**FDA imitation food**—H. R. 3692, to prohibit the interstate marketing of any "imitation" of a standardized food product, even though the imitation product is plainly labeled as such, is pending before the House Interstate Commerce Committee.

**Fisheries Commission and Fisheries Education**—The Senate Interstate and Foreign Commerce Merchant Marine and Fisheries Subcommittee concluded its open hearings March 26 on S. 2379, to authorize federal funds for scientific and vocational fisheries education, and on S. 3275 and S. 3339, to create a Fisheries Commission and give it new powers.

**Gasoline tax**—The Senate and House agreed to the conference report and sent to the President H. R. 8780, to relieve farmers from federal excise tax on fuel used on the farm for farming. The Senate amendment had denied the exemption to independent contractors whose machinery is moved from farm to farm. The compromise amendment upholds this, but provides that the farmer can obtain refunds of taxes paid on gasoline used by the contractors while operating on his farm.

**Import quotas**—H. R. 8954 and other bills to establish an import quota mechanism are pending before House Ways and Means Committee.

**Marketing orders—cranberries**—H. R. 8384, to bring cranberries for

canning under the orders provisions of the Agricultural Marketing Agreements Act, is pending before the House Agriculture Committee. No action scheduled.

**Marketing orders—potatoes**—H. R. 9484 and S. 3262, to establish a national marketing control including potatoes for canning, were introduced Feb. 22. No action scheduled.

**National fish policy**—H. R. 8001 and other bills that would establish a national fisheries policy and would transfer the Fish and Wildlife Service from the Interior Department to the Commerce Department are pending before a House Merchant Marine and Fisheries Subcommittee.

**Negotiated procurement**—House-passed H. R. 8710 is pending before the Senate Armed Services Committee. No action scheduled.

**OTC**—The House Ways and Means Committee on March 26 amended and approved H. R. 5550, authorizing U. S. participation in OTC. The Committee will file its report after the Easter recess.

**Poultry inspection**—Bills to provide for mandatory FDA inspection for wholesomeness of poultry, and sanitation of plants handling poultry and poultry products shipped through interstate commerce, have been introduced in both houses. No hearings scheduled.

**Price supports**—Senate-House conferees are working on a compromise farm bill. No action by either house will take place until after Easter recess.

**Robinson-Patman Act**—The House Judiciary Antitrust Subcommittee announced hearings on H. R. 11 and similar bills for April 18-20. A discharge resolution was introduced Feb. 28.

**Statehood**—H. R. 2535, to provide statehood for Alaska and Hawaii, was recommitted to the House Interior and Insular Affairs Committee.

**Sugar Act**—The conference meetings on H. R. 7030, to amend and extend the Sugar Act, were postponed indefinitely to give priority to the farm bill.

**Trip-leasing**—The Senate on March 28 amended and sent to the House S. 898, to limit the authority of the ICC to regulate the duration of trip leases for carriers of agricultural and fishery products (see story, page 171).

**Wage-hour extension**—No action scheduled on H. R. 8553 or S. 3310, to eliminate all minimum wage and maximum hour exemptions to the present act which are applicable to first processing, canning, and freezing of agricultural and fishery products.

**Waste disposal**—The House Ways and Means Committee has ordered a tax bill to be reported in which a provision is included to encourage the prevention of water pollution by allowing the cost of treatment works for abatement of stream pollution to be amortized over a five-year period.

**Water pollution**—A House Public Works Subcommittee held hearings March 12-15 on legislation to extend and amend the Water Pollution Control Act of 1948.

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